



THE SOUTHEND DISTRICT: VISION PLAN AND ECONOMIC DEVELOPMENT STRATEGY

Yiran Chen, Christina Ignasiak, Melanie Nieske, Donald Whipp

GOAL STATEMENT

Create a Vision Plan and Economic Development Strategy that includes recommendations for **beautification, façade evaluation and analysis, and redevelopment** opportunities. The City of Dearborn seeks to attract **commercial and residential redevelopment**, improve **non-motorized** access and mobility, and identify **underutilized** land for the Dix-Vernor Corridor.



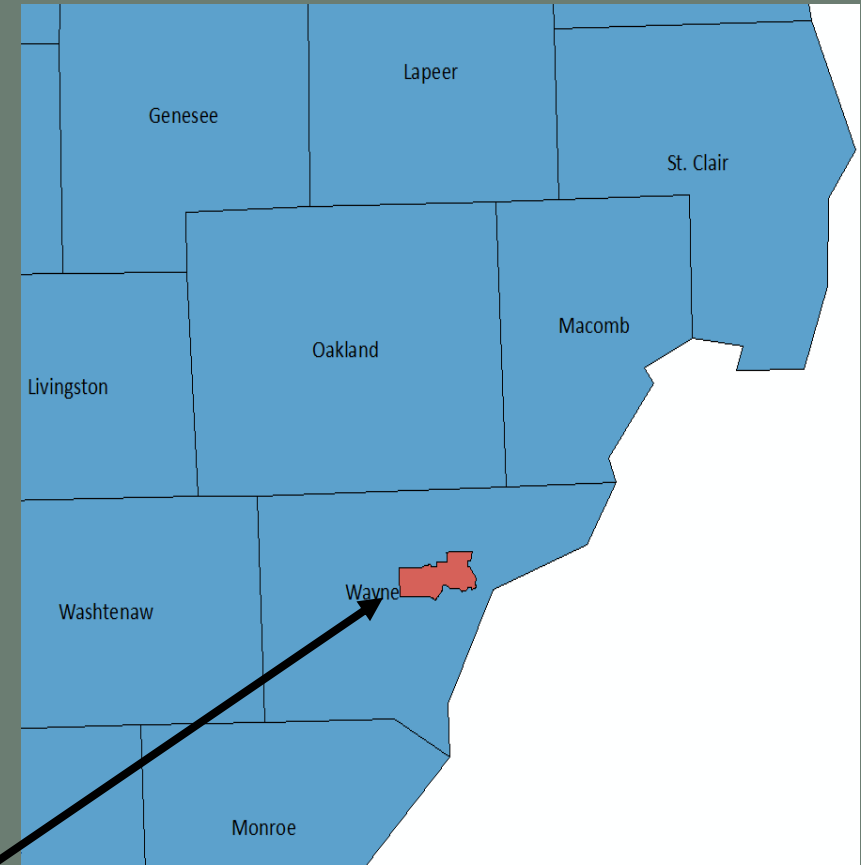
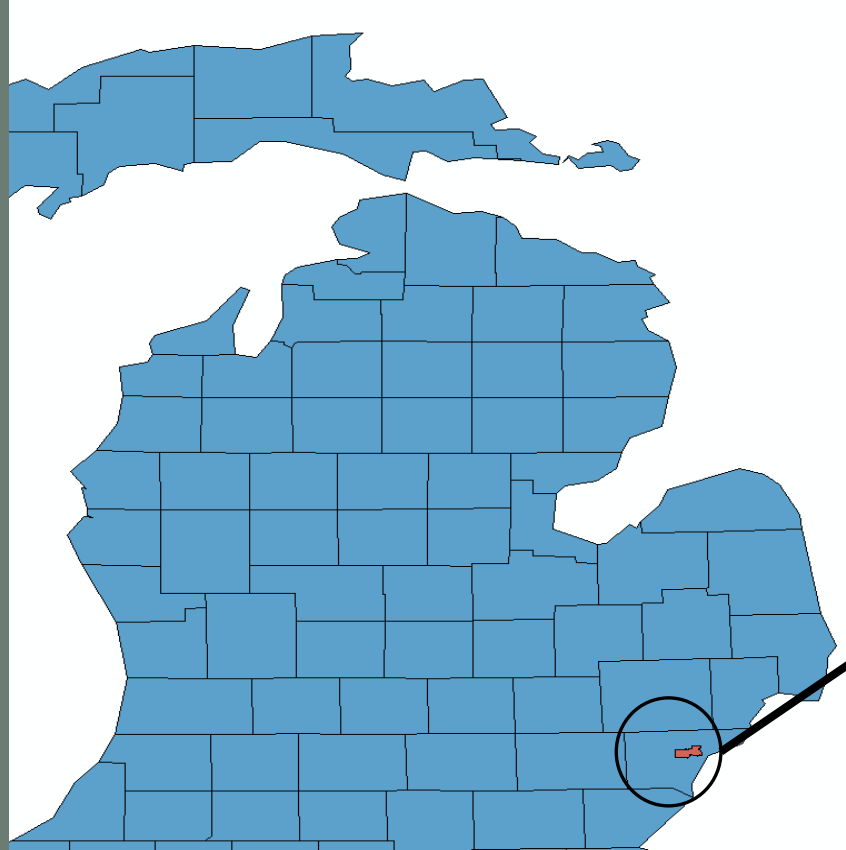
BACKGROUND INFORMATION

DATA SOURCES:

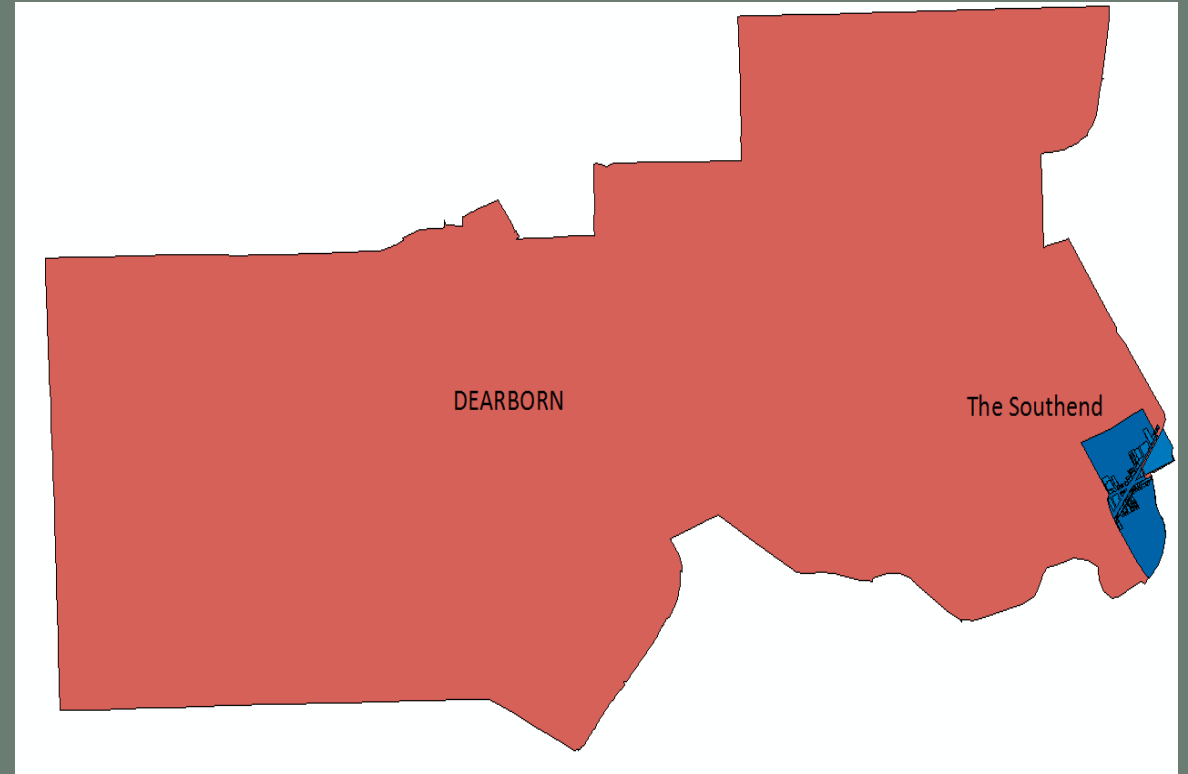
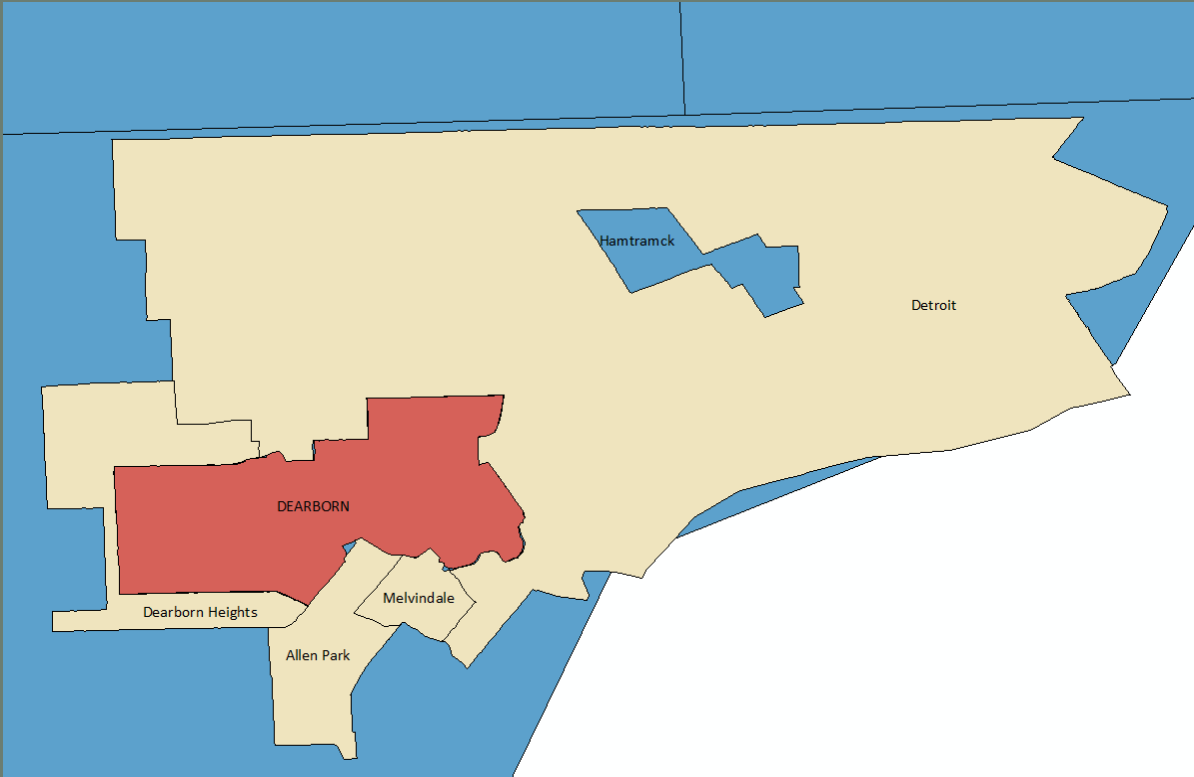
- U.S. Census Reports
- 2009-2013 American Community Survey (ACS) 5-Year Survey
- U.S. Bureau of Labor Statistics
- ESRI
- Studies from the City of Dearborn
- Research conducted by the Practicum Team

FOCUS AREA

The project focuses on the The Dix-Vernor Corridor which is the commercial area that is contained within the Salina Neighborhood, the two of which make up The Southend of Dearborn.



FOCUS AREA





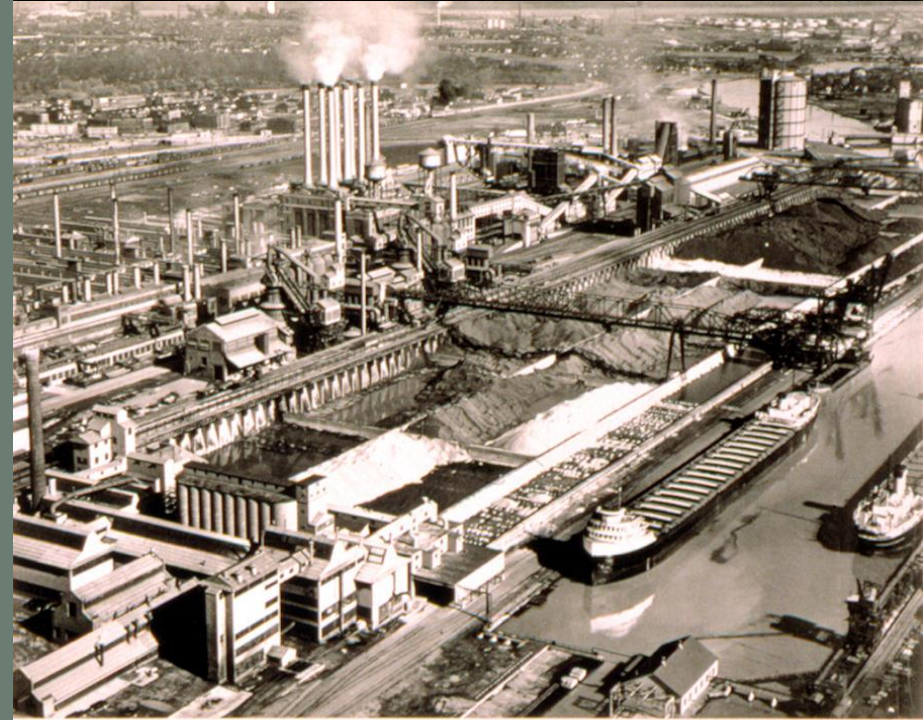
Residential Study Area

Corridor Boundary

Prepared by: Mohamed Ayoub
January 20, 2016
0 145 290 580 870 1,160 Feet

HISTORY OF THE SOUTHEND

- The largest growth in Dearborn occurred during the rise of the Ford Motor Company
- The Salina Neighborhood grew around the Ford Motor Company and the Rouge Assembly Plant in 1915
- The 600-acre center is still Ford Motor Company's largest single industrial complex in the world



THE SOUTHEND TODAY

This district serves as a symbolic center and heart of the city's Arabic communities



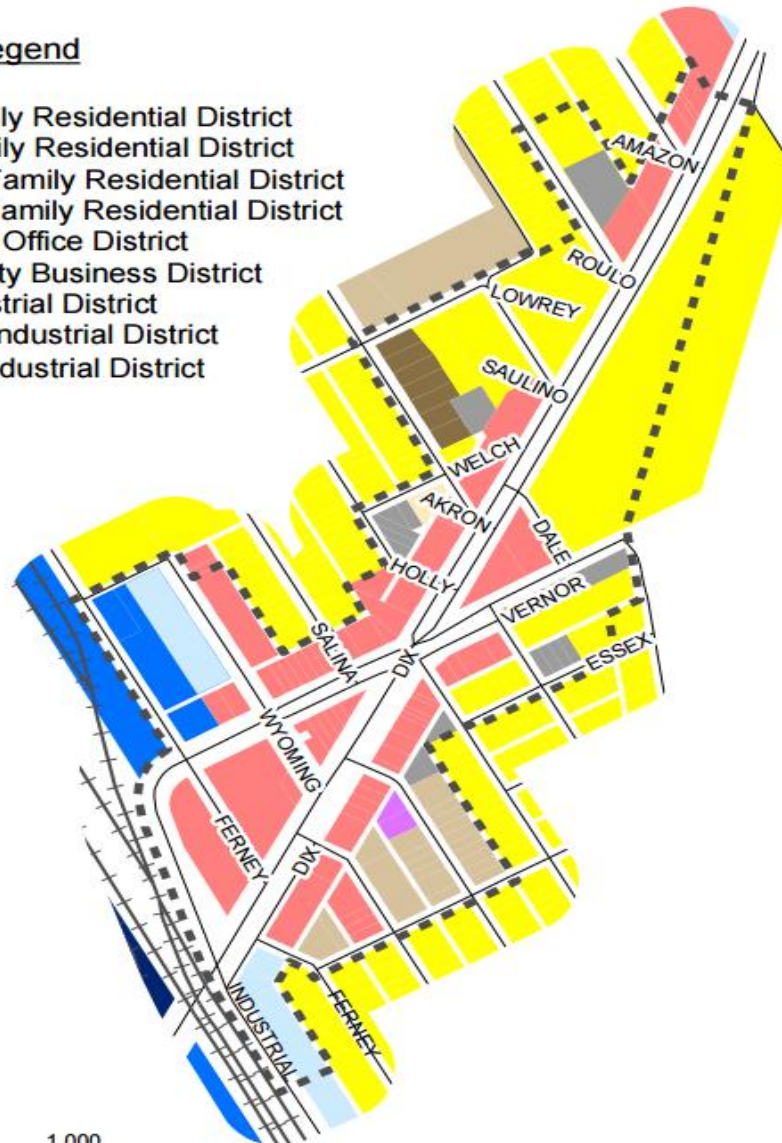
COMMUNITY PROFILE



Dix-Vernor District Improvement Authority Zoning Map

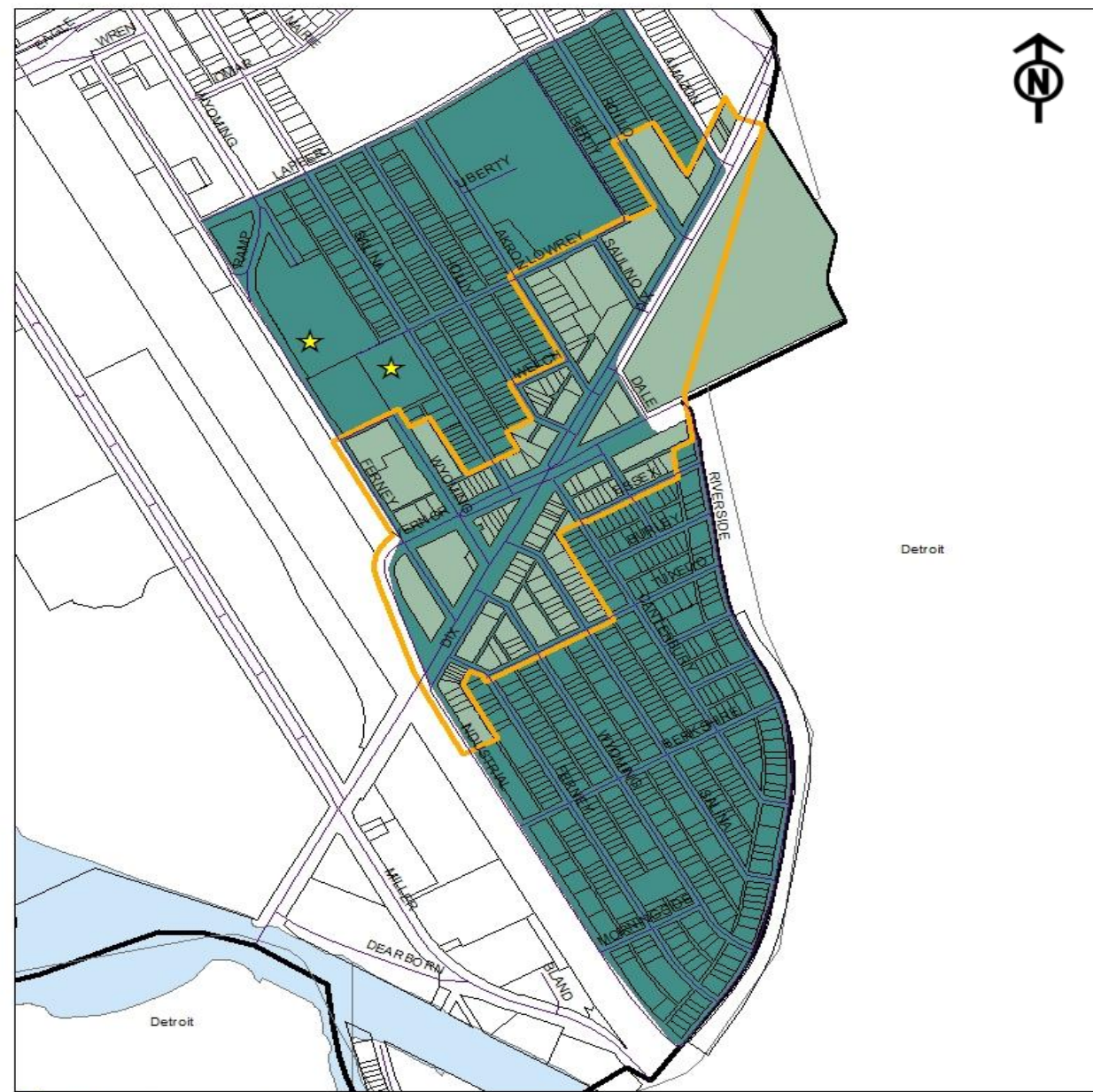
Legend

- RA - One Family Residential District
- RB - One Family Residential District
- RD - Multiple Family Residential District
- RE - Multiple Family Residential District
- OS - Business Office District
- BB - Community Business District
- IA - Light Industrial District
- IC - Intensive Industrial District
- ID - General Industrial District



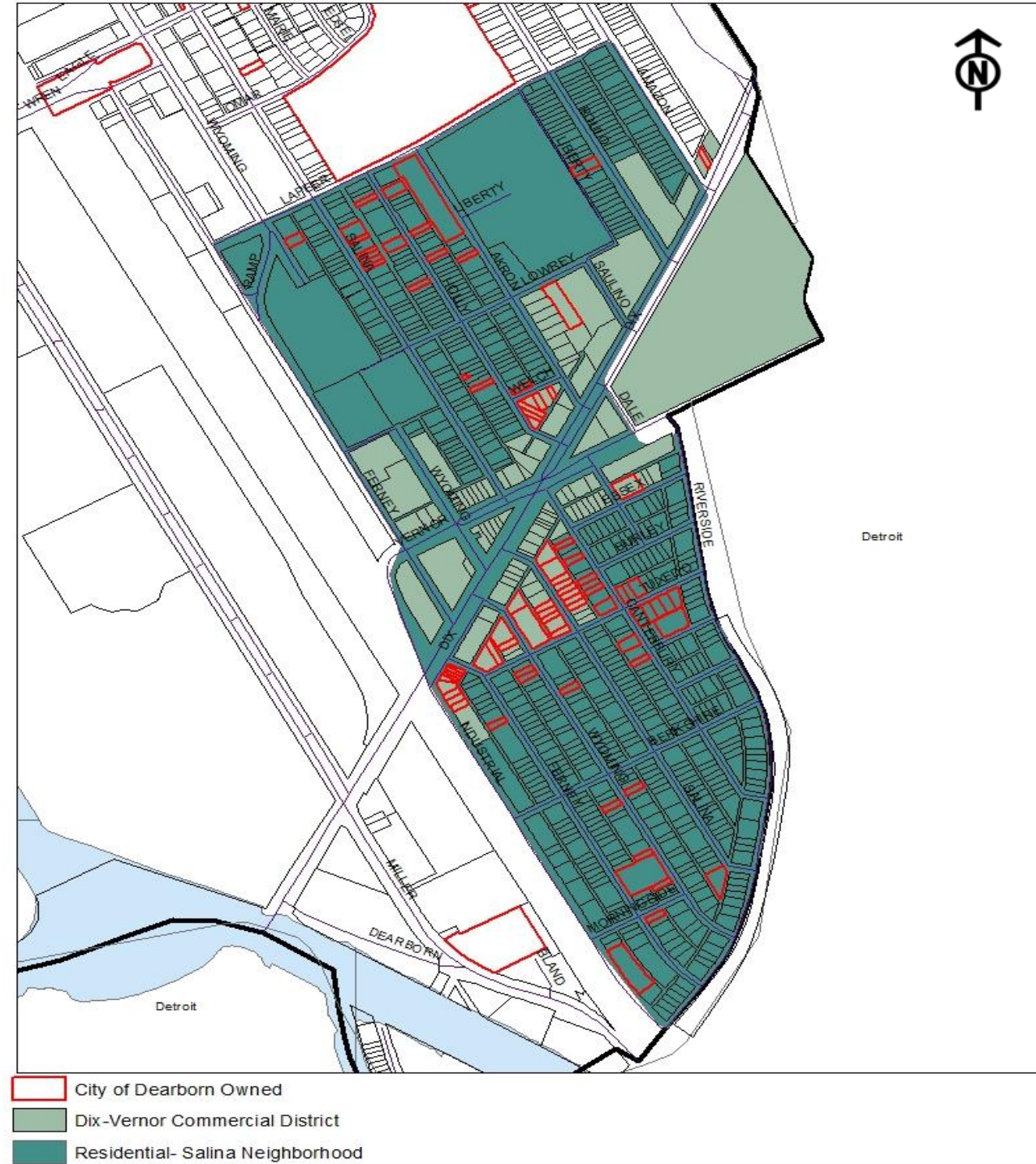
0 500 1,000
Feet

DIX-VERNOR CORRIDOR TIF BOUNDARY



- ★ Dearborn Public Schools
- ▭ TIF Boundary
- ▭ Dix-Vernor Commercial District
- ▭ Residential- Salina Neighborhood
- ▭ Rouge River

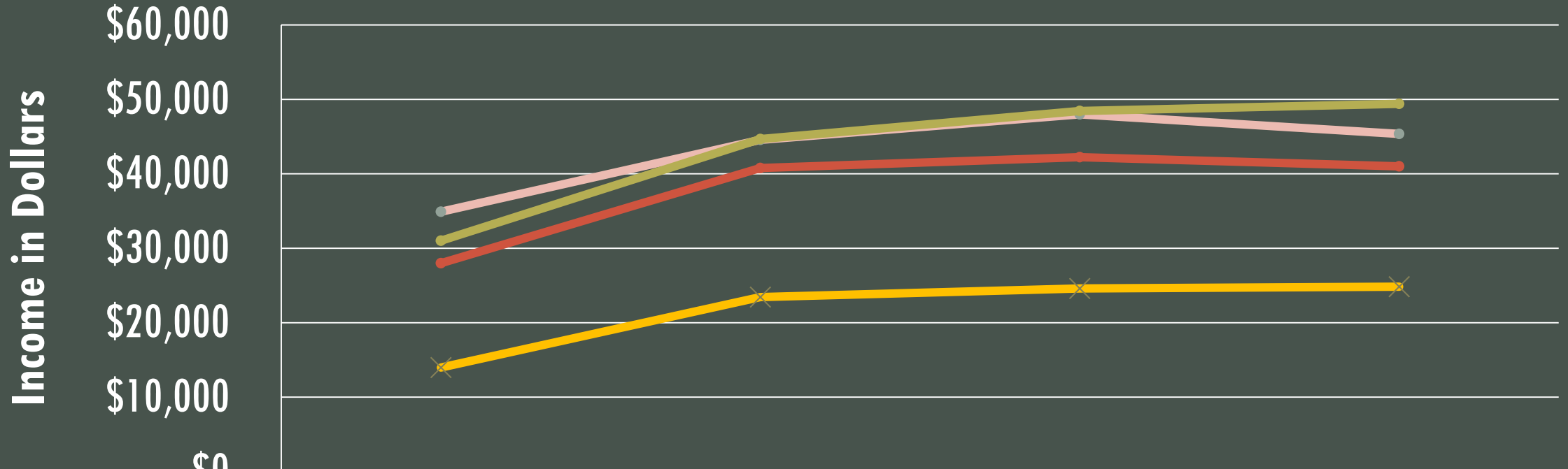
CITY OWNED VACANT PARCELS



DEMOGRAPHICS OF THE SOUTHEND

- Fairly stable population from 2010-2015
- Median age in the mid 20's compared to the mid 30's in the other focus areas
- More than 50% of the housing in The Southend is renter occupied
- Low household income with an average of \$24,833. More than 50% of the populations having income less than \$25,000 in 2015

Median Household Income 1990-2015

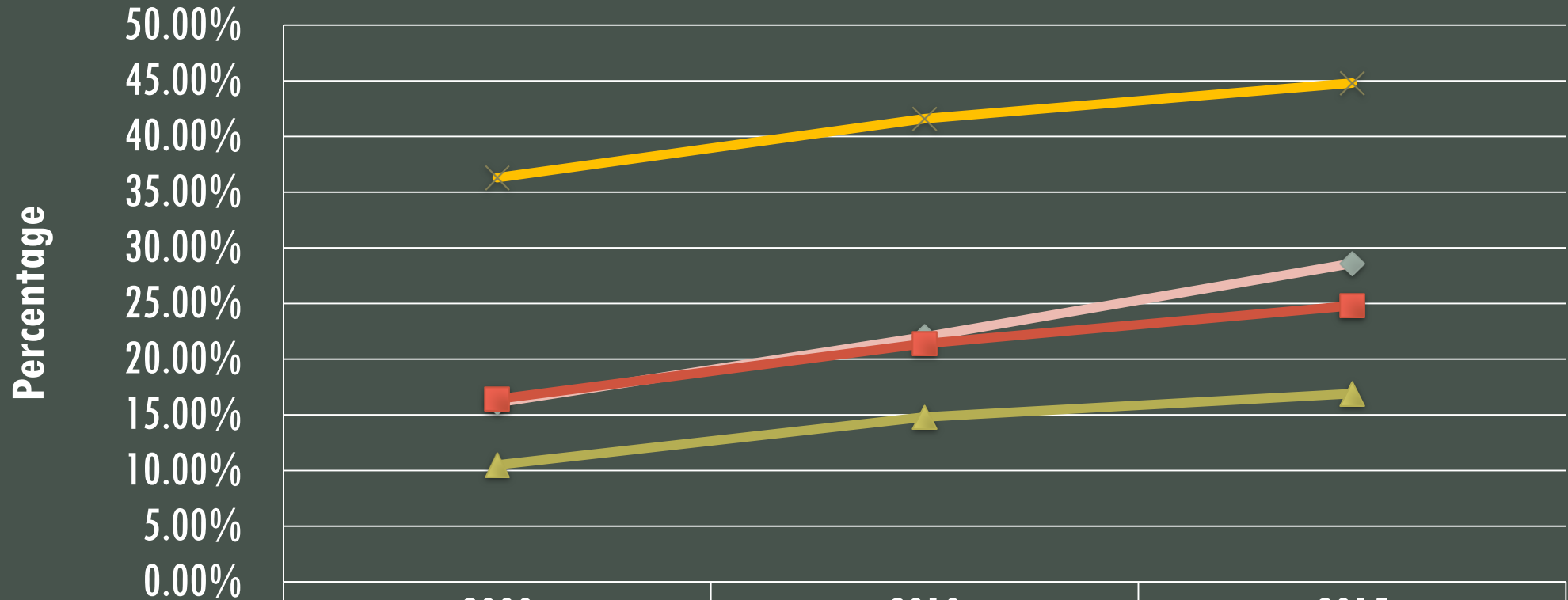


	1990	2000	2010	2015
Dearborn City	\$34,909	\$44,560	\$47,990	\$45,363
Wayne County	\$27,997	\$40,776	\$42,241	\$41,008
Michigan	\$31,020	\$44,667	\$48,432	\$49,402
Southend	\$13,976	\$23,447	\$24,600	\$24,833

DEMOGRAPHICS OF THE SOUTHEND

- High unemployment rate at 19.9%
- High percentage of population below poverty level at 44.8%
- Low educational attainment for residents with 13% of the Dix-Vernor Corridor in the population of 25 and over have received an Associate's Degree or higher

Below Poverty Level 2000-2015



	2000	2010	2015
◆ Dearborn City	16.10%	22%	28.60%
■ Wayne County	16.40%	21.40%	24.80%
▲ Michigan	10.50%	14.80%	16.90%
✕ Southend	36.30%	41.60%	44.80%

DATA & ANALYSIS

COMMERCIAL CONDITIONS

INTERSECTIONS

WALKABILITY & COMPLETE STREETS

PARKING

COMMERCIAL CONDITION SURVEY

Categories for rating system:

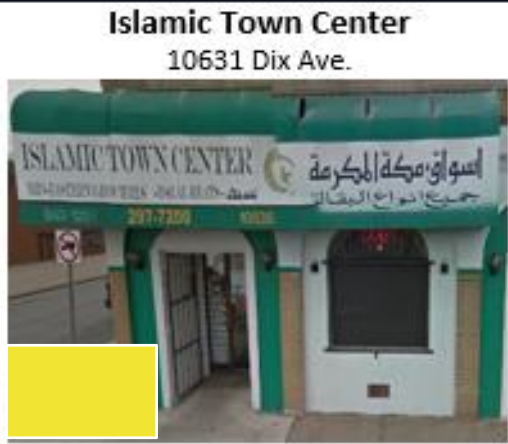
Windows, Doors, Siding, Roof, Paint & Brick, Lighting, Parking, Décor & Greenery, Signage, Setback

Criteria	Score	Description
Windows	0	Not present or damage to glass and frame, repairs may include window replacement.
	1	Present but look to be in older condition. Does not appear to need window replacement.
	2	Present, with no to very minor damages. No glass damage, frames appear new.

COMMERCIAL CONDITION SURVEY

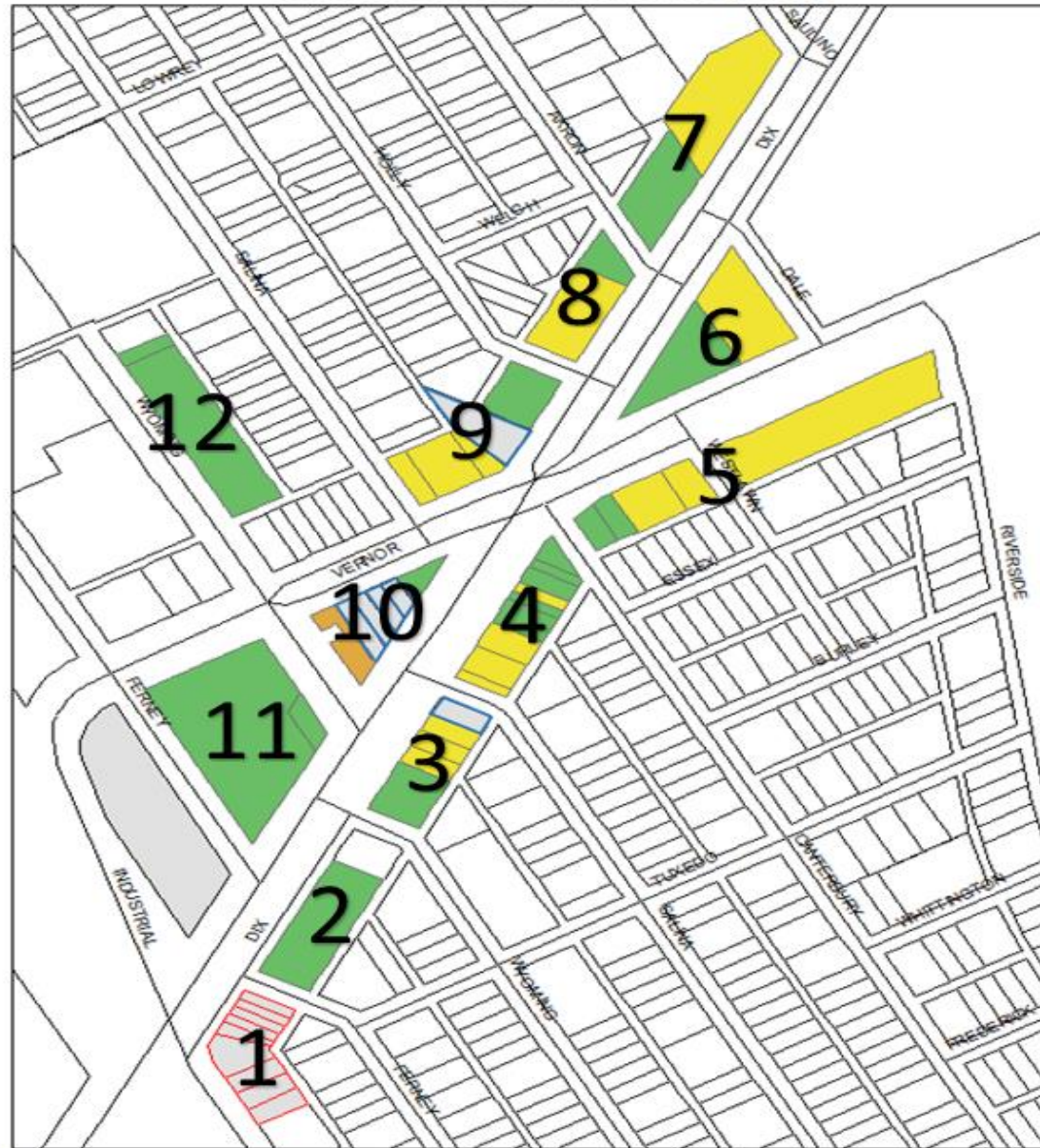
Zone	Business	Windows	Doors	Roof	Paint/ Brick	Lighting	Parking	Décor/ Greenery	Signage	Setback	TOTAL
2	Future Driving	2	2	2	1	1	1	0	2	1	13
2	Islamic Town Center	2	2	2	1	1	1	0	2	1	12
3	Islamic Village Market	2	2	2	2	2	1	0	2	2	15
3	Joe's Barber Shop	2	2	2	1	1	1	0	2	1	13
4	Middle East Service Center	2	2	2	2	1	1	0	1	1	12

Block 2	Block 3
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0-5	6-12	13-18
Poor	Fair	Good

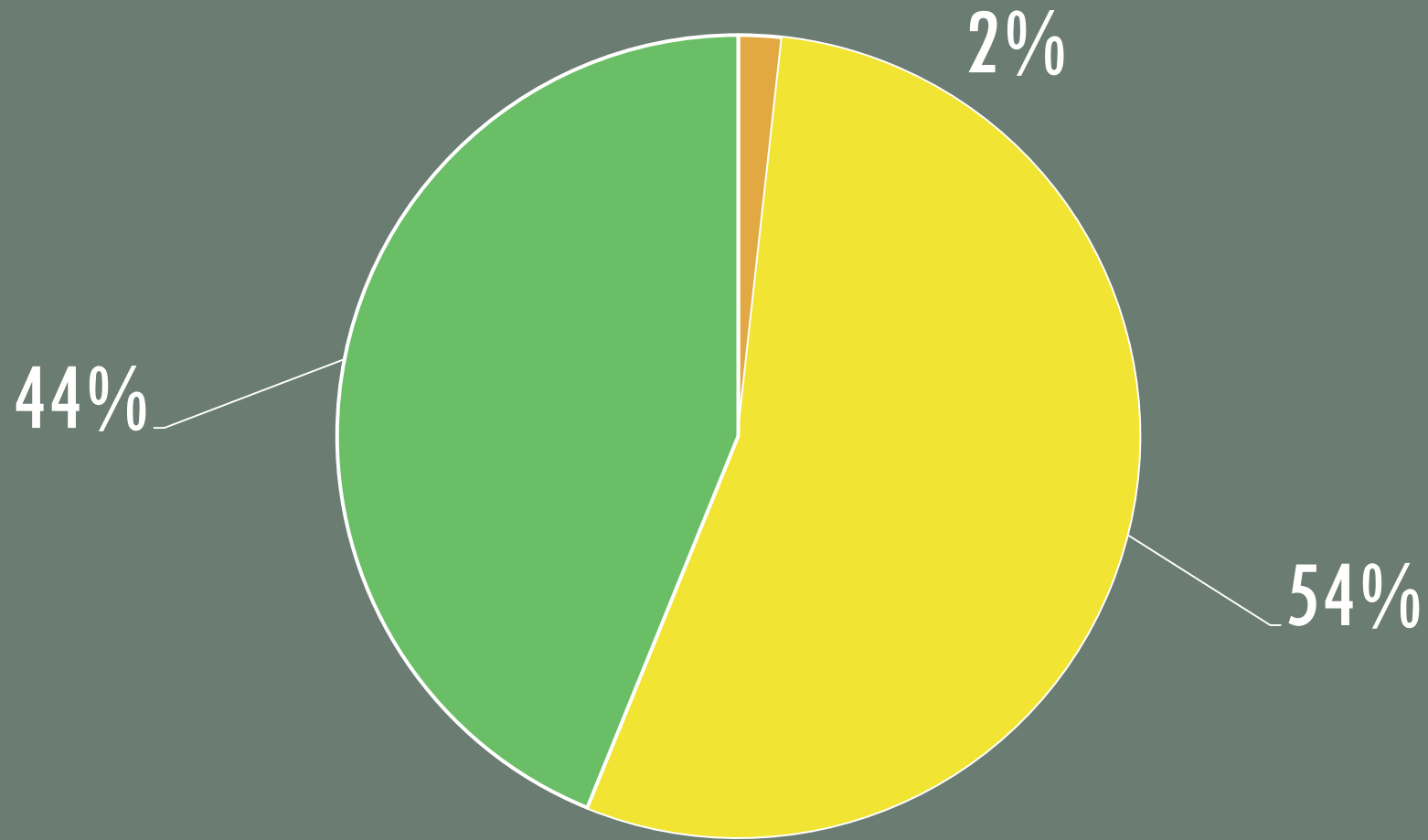
Commercial Condition Survey Map



- Poor
- Fair
- Parking/vacant lot
- Good
- City of Dearborn Owned



SUMMARY OF COMMERCIAL CONDITION SURVEY



57 total structures
included in survey

■ Poor ■ Fair ■ Good

INTERSECTION CONDITION SURVEY

Categories for rating system:

Connection, Signage, Markings, Accessibility

Criteria	Score	Description
Connection	0	Includes no connection from sidewalks on opposing sides of the street. Sidewalk does not continue.
	1	A connection from opposing sides of the street is present, but the sidewalk does not continue.
	2	Includes connected sidewalks from opposing sides of the street and sidewalk continues.

INTERSECTION CONDITION SURVEY

Zone	Location	Connection	Signage	Markings	Accessibility	TOTAL
7	Corner of Dix and Amazon	2	1	0	0	3
7	Corner of Dix and Roulo	2	1	0	0	3



Corner of Dix and Amazon



Corner of Dix and Roulo

WALKABILITY & COMPLETE STREETS

Smart Growth America's Complete Streets Assessment Guidelines were used to assess walkability and bikeability in the corridor.



WALKABILITY & COMPLETE STREETS

- Sidewalk assessment
- Street/ shoulder assessment

It was found that in their current state, the sidewalks and shoulders are not safely accessible for pedestrians and bikers along the corridor.



PARKING

Parking: Block 3

Date	Time	Occupied parking spots/Total cars in lot	Total parking spots	Percentage of occupied spots
2/11/2016	2:00pm	21	18	117%
2/11/2016	2:30pm	20	18	111%
2/11/2016	3:00pm	17	18	94%
2/11/2016	3:30pm	14	18	78%



RECOMMENDATIONS

MARKETING & BRANDING

WALKABILITY & BIKEABILITY

VACANT SPACE IMPROVEMENTS

COMMERCIAL CONDITIONS

PARKING

MARKETING & BRANDING



WALKABILITY & BIKEABILITY

**Safe Routes
to School**



Commercial Condition Survey Map



- Poor
- Fair
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RECREATION SPACE



COMMERCIAL CONDITIONS

Block 2	Block 3	Block 4	Block 5	Block 6	Block 7	Block 8	Block 9	Block 10	Block 11
-Paint/Brick	-Greenery	-Windows	-Windows	-Lighting	-Lighting	-Paint	-Lighting	-Lighting	-Paint
-Lighting	-Décor	-Doors	-Lighting	-Greenery	-Greenery	-Brick	-Greenery	-Greenery	-Brick
-Greenery		-Lighting	-Greenery	-Décor	-Décor	-Lighting	-Décor	-Décor	-Greenery
-Décor		-Paint	-Décor			-Greenery	-Signage		-Décor
		-Brick				-Décor			-Signage
		-Greenery							
		-Décor							
		-Signage							



PARKING



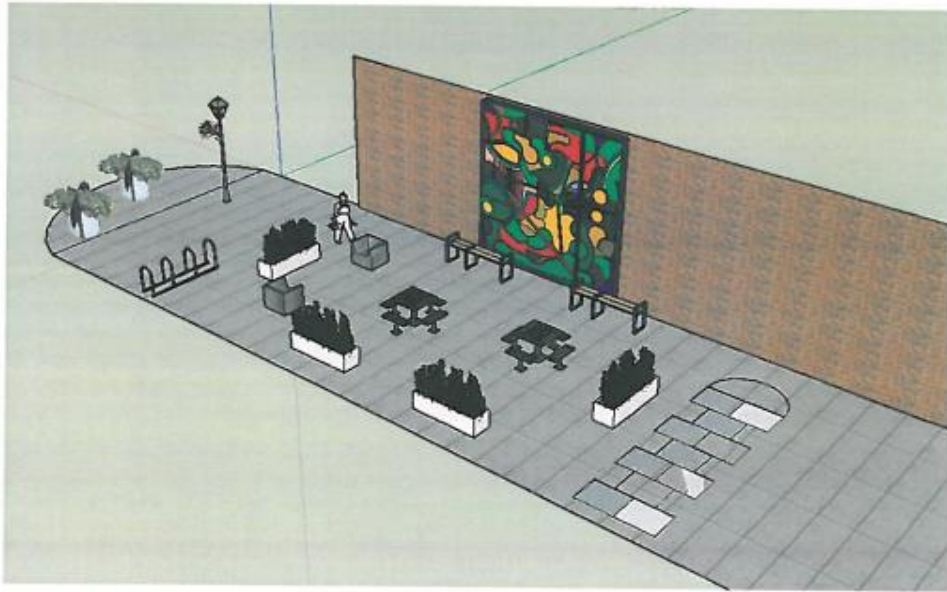
MSHDA GRANT

With the support of the MSU Practicum Team, The Dix-Vernor Business District Improvement Authority was selected for a \$30,000 from the MSHDA grant in March 2016. When received, these funds will implement various placemaking components in the corridor including:

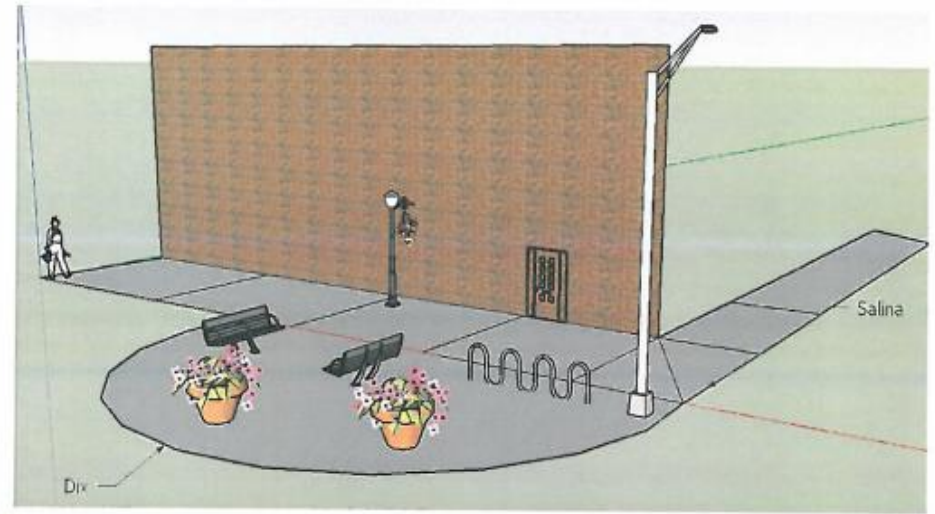
Streetlight banners, concrete planters, bike racks, monument signs, picnic tables & benches



RENDERINGS



DIX & WYOMING



DIX & SALINA

	Low Cost <\$1,000	Medium Cost \$1,000-\$5,000	High Cost >\$5,000
Short Term 3-12 months	<ul style="list-style-type: none"> • Logo creation • Parking surveys for businesses and patrons • Crowdgranting for park (not including implementation time) 	<ul style="list-style-type: none"> • Banners • Bilingual parking signs 	<ul style="list-style-type: none"> • Welcome Signs • Sidewalk connection and safety improvements • Improve sidewalk/street buffers
Medium Term 1-4 years	<ul style="list-style-type: none"> • Social Media presence and management • Become Redevelopment Ready Certified (Focus on BP 5) 	<ul style="list-style-type: none"> • Enforcement of parking • Bikepath connections to Detroit and Dearborn 	<ul style="list-style-type: none"> • Park and ride system • Creating parking in vacant, city owned lots • Façade improvements
Long Term 4+ years	<ul style="list-style-type: none"> • Community input sheets (ongoing if necessary) 	<ul style="list-style-type: none"> • Safe Routes to School program 	<ul style="list-style-type: none"> • Additional low-income housing varieties

ACKNOWLEDGEMENTS

Mr. Mohamed Ayoub, Senior Planner, City of Dearborn

Mr. Steve Horstman, Economic and Community Development Department, City of Dearborn

Dr. Zenia Kotval, Urban and Regional Planning Program, Michigan State University

Dr. Rex LaMore, Urban and Regional Planning Program, Michigan State University

Dix-Vernor Corridor Business District Authority Board Members



